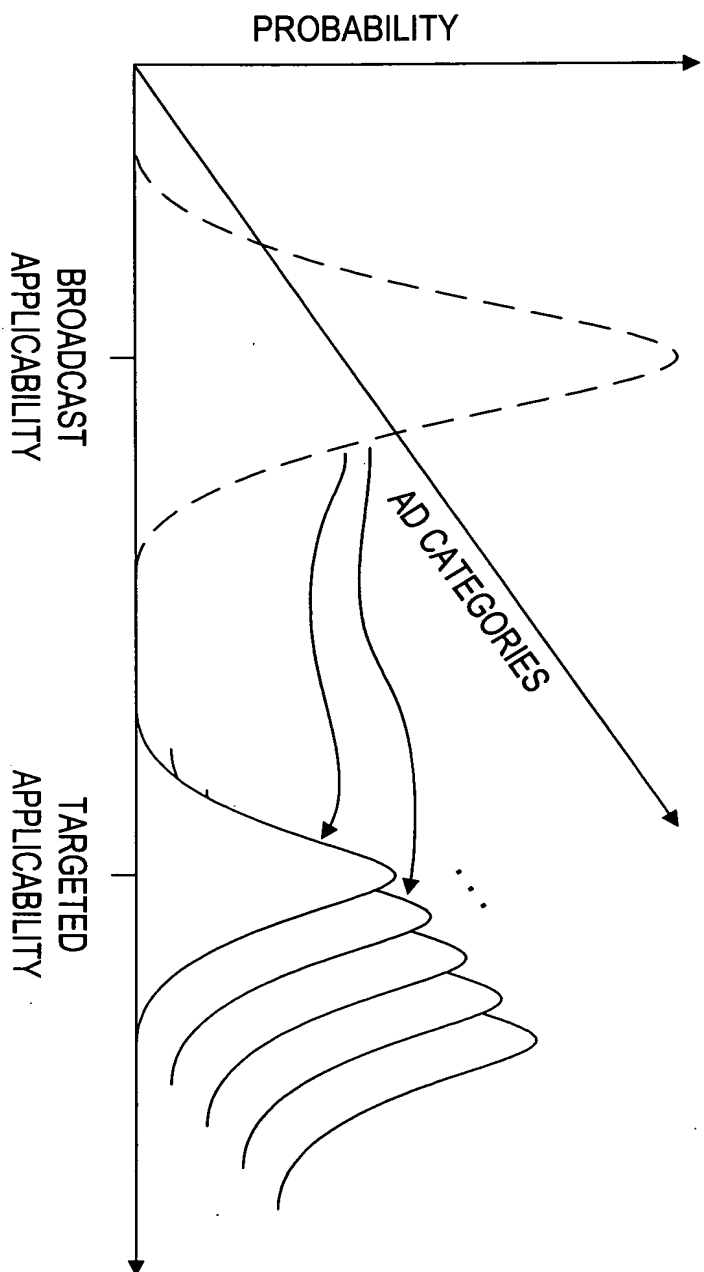




FIG. 1B



ADVERTISEMENT SUCCESS RATES	
ADVERTISEMENT APPLICABILITY	SUCCESS RATE
EXTREMELY APPLICABLE	0.05
QUITE APPLICABLE	0.03
APPLICABLE	0.01
NOT VERY APPLICABLE	0.005
NOT APPLICABLE	0.001

FIG. 1C

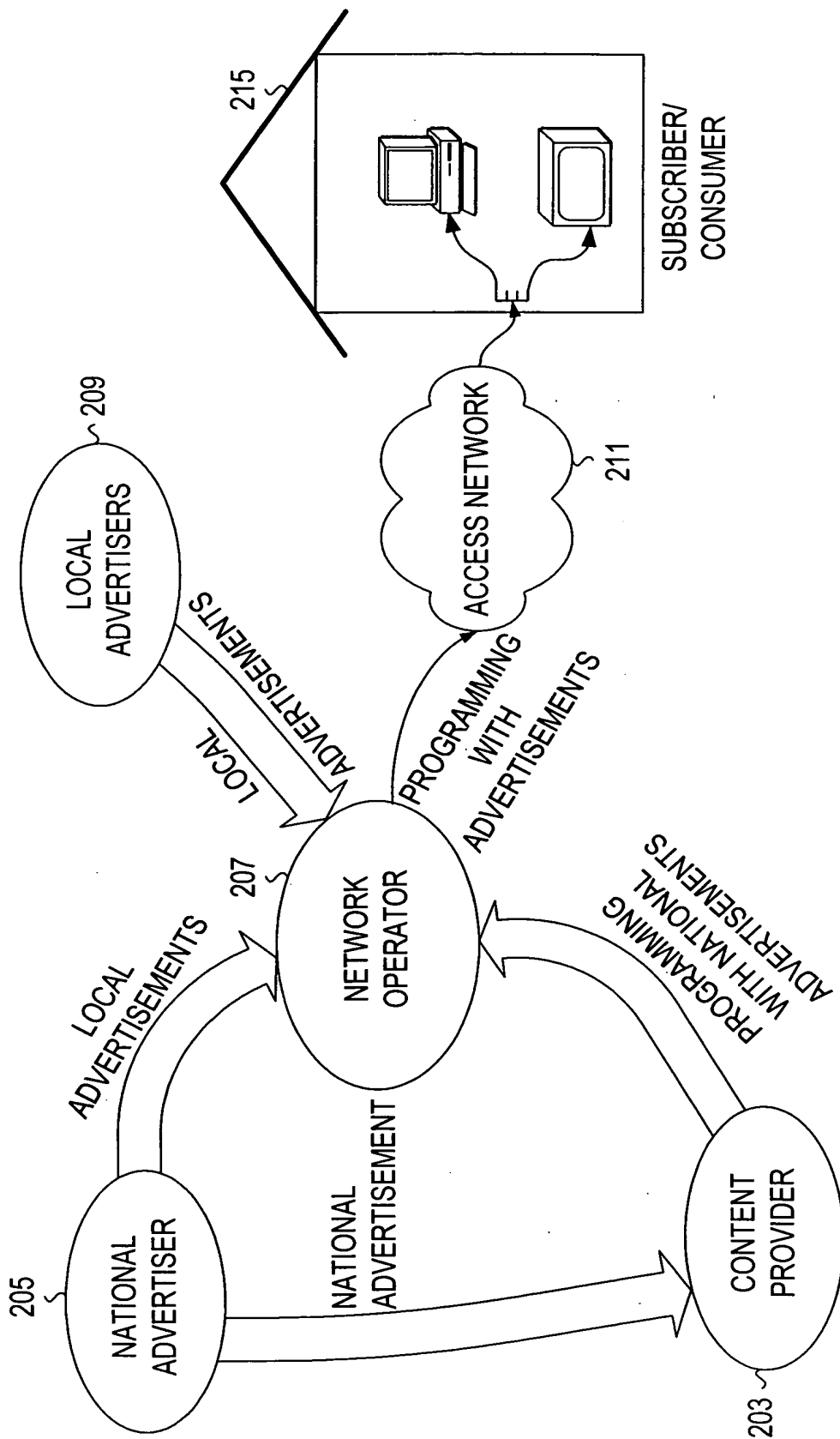


FIG. 2

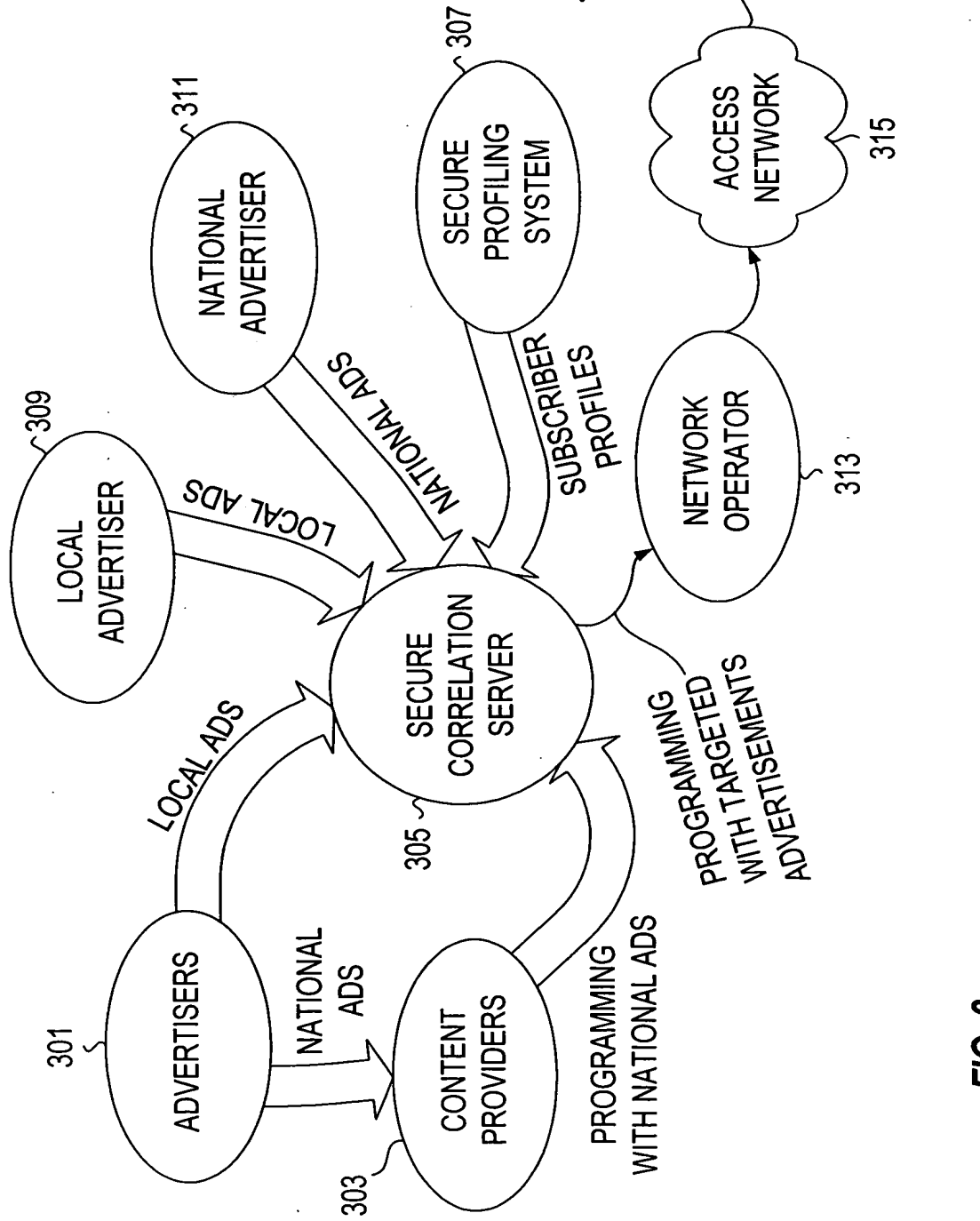


FIG. 3

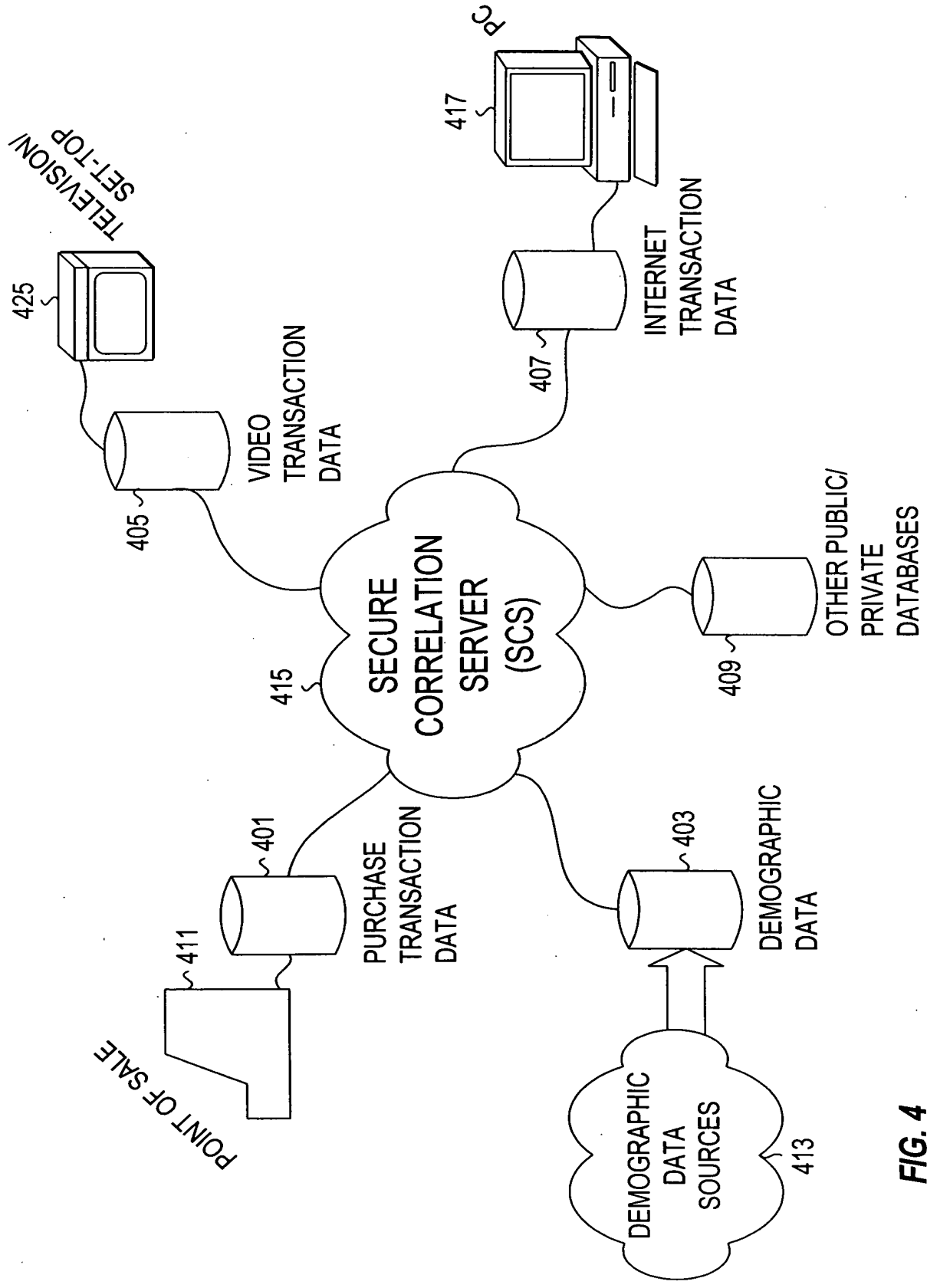


FIG. 4

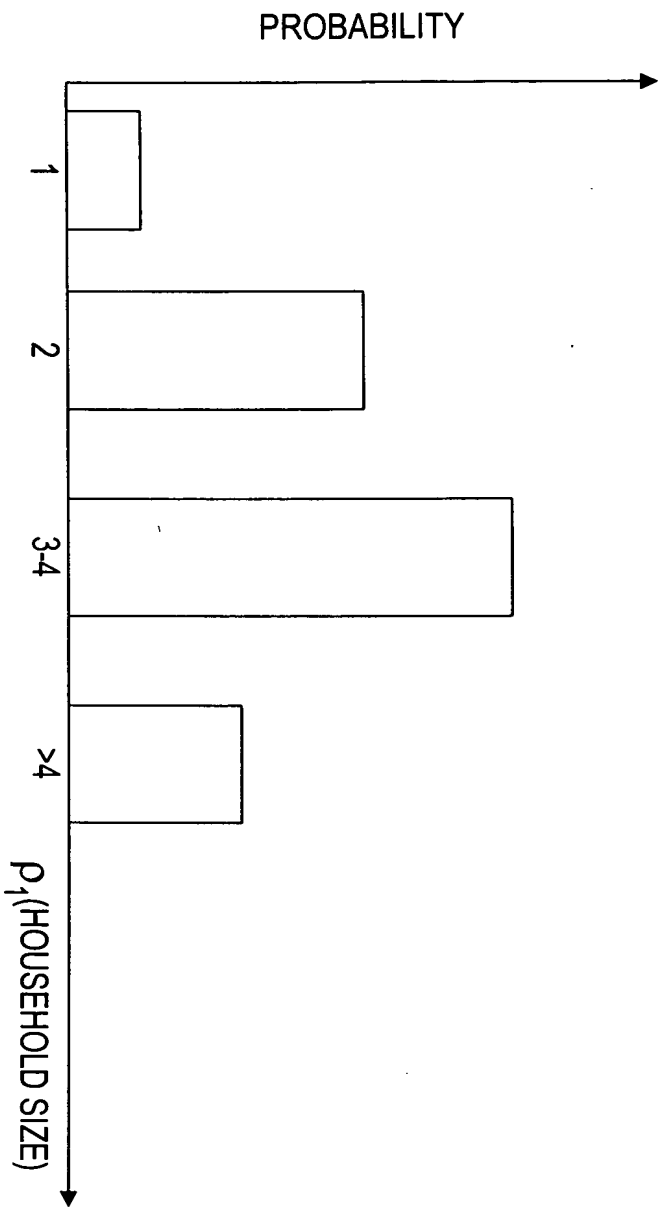


FIG. 5A

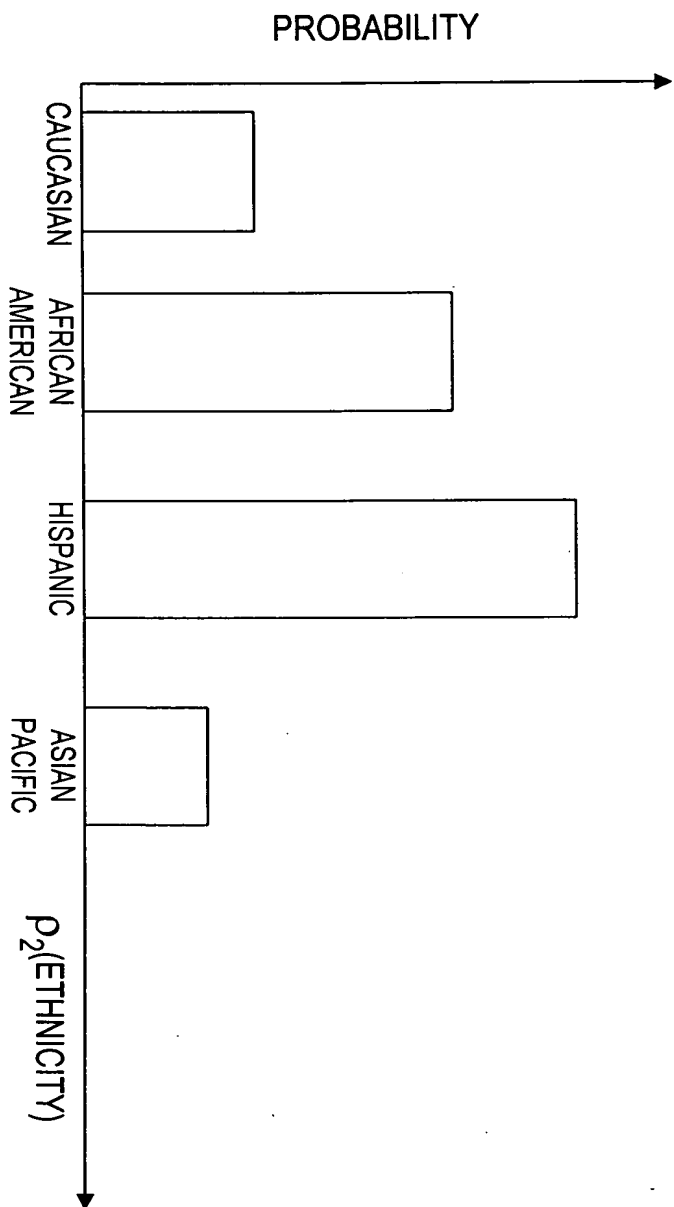


FIG.5B